

Sweet Biscuits, Snack Bars and Fruit Snacks in Sweden

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Abstracts

Sweet biscuits, snack bars, and fruit snacks, as a product area, experienced varying impacts during the COVID-19 pandemic. Snack bars and protein/energy bars suffered from declining sales as people stayed home instead of going to the gym. However, in 2023, the categories were still in the process of recovering, driven by new product development and marketing efforts. On the other hand, sweet biscuits, being the largest category, saw a shift in fika moments from caf?s to home during the pandemic.

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Sweden report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Fruit Snacks, Snack Bars, Sweet Biscuits.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit Snacks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Recovery and targeted development

Indulgence with new textures

Protein-packed and sugar-conscious

PROSPECTS AND OPPORTUNITIES

Social and environmental responsibility

Nick's brand and responsibility

Emphasis on domestic origin

CATEGORY DATA

Table 1 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023

Table 2 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023

Table 3 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023

Table 4 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023

Table 6 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023

Table 7 NBO Company Shares of Sweet Biscuits: % Value 2019-2023

Table 8 LBN Brand Shares of Sweet Biscuits: % Value 2020-2023

Table 9 NBO Company Shares of Snack Bars: % Value 2019-2023

Table 10 LBN Brand Shares of Snack Bars: % Value 2020-2023

Table 11 NBO Company Shares of Fruit Snacks: % Value 2019-2023

Table 12 LBN Brand Shares of Fruit Snacks: % Value 2020-2023

Table 13 Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023

Table 14 Distribution of Sweet Biscuits by Format: % Value 2018-2023

Table 15 Distribution of Snack Bars by Format: % Value 2018-2023

Table 16 Distribution of Fruit Snacks by Format: % Value 2018-2023

Table 17 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028

Table 18 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category:

Value 2023-2028

Table 19 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category:

% Volume Growth 2023-2028

Table 20 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category:

% Value Growth 2023-2028

SNACKS IN SWEDEN

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 21 Sales of Snacks by Category: Volume 2018-2023

Table 22 Sales of Snacks by Category: Value 2018-2023

Table 23 Sales of Snacks by Category: % Volume Growth 2018-2023

Table 24 Sales of Snacks by Category: % Value Growth 2018-2023

Table 25 NBO Company Shares of Snacks: % Value 2019-2023

Table 26 LBN Brand Shares of Snacks: % Value 2020-2023

Table 27 Penetration of Private Label by Category: % Value 2018-2023

Table 28 Distribution of Snacks by Format: % Value 2018-2023

Table 29 Forecast Sales of Snacks by Category: Volume 2023-2028

Table 30 Forecast Sales of Snacks by Category: Value 2023-2028

Table 31 Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 32 Forecast Sales of Snacks by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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